

MORRIS USA      INTER-OFFICE CORRESPONDENCE  
120 PARK AVENUE, NEW YORK, NY 10017-5592  
TO: Mela Manrique    DATE: January 17, 2000

FROM:      Maria Pitallano

SUBJECT: Marlboro Hispanic Research: Los Angeles

We will be conducting the last wave of Hispanic research in Los Angeles on January 24 and 25, 2000, to understand the attitudes of Hispanic smokers ages 21-29 toward the brand. Specifically, the research seeks to:

Understand the similarities and differences in response to the Marlboro marketing mix (mainline POS, Ranch/Racing POS, Menthol POS, mainline advertising, Noches de Baile) between Spanish- and English-speaking Hispanic smokers;

Assess awareness of Marlboro promotions, both general and Spanish language; and

Evaluate brand/ad/program appeal and relevance among young adult Hispanic smokers.

Research will comprise mainly of Hispanics of Mexican origin.

We will be conducting a total of 5 two-hour mini-groups, as follows:

Monday, January 24

6:00 and 8:00 pm Marlboro English Dominant (1 male, 1 female group)

Tuesday, January 25

4:00, 6:00, 8:00 pm Marlboro Spanish Dominant (2 male, 1 female group)

Facility Address:

Field Dynamics

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